



Larry Hogan
Governor

Boyd K. Rutherford
Lt. Governor


Ian D. MacFarlane
Chair

James D. Fielder, Jr., Ph. D.
Secretary

MEMORANDUM

DATE: June 17, 2020

TO: Ms. Sara Fidler, President, MICUA
Dr. Jay A. Perman, Chancellor, USM
Mr. Matt Daly, President, MAPCCAS
Dr. Tuajuanda C. Jordan, President, St. Mary's College of Maryland
Dr. Bernard J. Sadusky, Executive Director, MACC
Dr. David Wilson, President, Morgan State University
College and University Chief Academic Officers

FROM: Emily A.A. Dow, Ph.D.
Assistant Secretary of Academic Affairs 

SUBJECT: New Academic Program Proposal

The Maryland Higher Education Commission has received for review and action the following program proposal:

Loyola University Maryland
New Academic Program Bachelor of Business Administration (B.B.A.) in Marketing

Written reactions to this proposal should be forwarded to the Academic Program Mailbox (acadprop.mhec@maryland.gov), **by July 16, 2020**. Consistent with Education Article § 11-206.1 of the Annotated Code of Maryland and the Code of Maryland Regulations 13B.02.03.27, the Commission may file, or the institutions of higher education in the State may file with the Commission, an objection to a proposed program within thirty days of receipt of this notice. Comments or objections filed by an institution must be based on the following:

- (1) inconsistency of the proposed program with the institution's approved mission for a public institution of higher education and the mission statement published in the official catalog of a nonpublic institution of higher education;
- (2) not meeting a regional or statewide need consistent with the State Plan for Postsecondary Education;
- (3) unreasonable program duplication which would cause demonstrable harm to another institution; or
- (4) violation of the State's equal educational opportunity obligations under state and federal law.

Comments or objections shall be accompanied by detailed and specific information and data supporting the reasons for objection. Undocumented submissions will be considered as comments only.

EAAD:gra

C: Dr. Antoinette Coleman, Associate Vice Chancellor for Academic Affairs, USM
Dr. Jennifer Frank, Vice President for Academic Affairs, MICUA
Ms. Jody Kallis, Legislative Director, MACC

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